



Vishnu Waman Thakur Charitable Trust's

VIVA INSTITUTE OF APPLIED ART

(Approved by A. I. C. T. E., Affiliated to University of Mumbai)
Shirgaon, Virar East, Palghar-401305

ANNUAL EXAMINATION

THIRD YEAR- BFA APPLIED ART, 2021-22

DATE: 28/03/2022

TIME: 9:30am to 12:30

SUBJECT: Advertising Art & Ideas

DAY: Monday

DURATION: 03 hours

MARKS: 80

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- Notes: 1: Answer any four questions.
2: All questions carry equal marks.
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- Q1) Explain what is Readership and Viewership with examples.
Q2) Explain in detail about The successful Media Plan with the Combination of Media
Q3) Compare Social Media with Advertising Media
Q4) Write note on any one of the following
a) Society and Audience
b) Effective Message
c) Corporate Advertising
Q5) Explain in detail the meaning of Cost effective Media



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ANNUAL EXAMINATION

THIRD YEAR- BFA APPLIED ART, 2021-22

DATE: 28/03/2022 & 29/03/2022

TIME: 9:30am to 3.00 pm

SUBJECT: Information Design

DAY: Monday & Tuesday

DURATION: 03 hours

MARKS: 80

Note: Type Specimen books & printed references are allowed from the beginning but direct tracing from such references is not allowed. Students are expected to make their body copy based on the brief mentioned as under in any one of the languages mentioned here: English, Marathi, and Hindi. Two rough visuals should be made in the first 1 ½ hr, choose any one of them and get it signed by the examiner. Any type of alteration in the given final size is not permissible.

Question: Prepare a close-range Information Poster on the basis of the brief given below.

Brief:

Background: In view of the alarming number of road accidents and related concerns, the Mumbai Traffic Police usually organises a month-long road safety campaign every now and then. The purpose of these campaigns is to make people, especially drivers, concerned about taking road safety precautions and to make them strongly aware of the necessary steps to take in this regard.

The current exercise: A form of communication is required by the Mumbai Traffic Police in order to talk to drivers when they stop to have food or take rest or refuel at certain stop-points such as dhabas or eateries alongside highways, petrol pumps, highway mechanic garages, car parks in corporate office buildings and malls... The ideal medium of this communication in such settings is a close-range Poster. It is important to remember that an explanatory information poster is effective if it is designed to show suitably expressive and clear information pieces.

Objective:

- 1) To make all vehicle drivers (private car drivers, cabbies, truckers, 2&3-wheeler drivers, etc.) conscious of vital road safety precautions and rules.
- 2) To pull and influence them by developing an informative communication that will not only interestingly catch their attention but also engage with them and stay in their minds.

Task: This information poster requires information design. Make sure it is conceptually interesting, involving, offers good visual presentation and composition of the various content/information pieces, and also offers attractive overall aesthetics.

Contents of the Information Design:

A. Choose only one Headline Option

- Headline Option 1: Life-saving tips before you hit the road again
Headline Option 2: Care for these, and the roads will care for you.
Headline Option 3: For life's sake practise these

B. Choose only 8 out the 14 Information Pieces provided below

- ⇒ Never suddenly switch lanes. Use indicator or hand signal to change lane.
- ⇒ Never overspeed and always observe speed limits.
- ⇒ Avoid sudden braking and harsh acceleration.
- ⇒ Never use the clutch as a footrest while driving.
- ⇒ Maintain the required distance from other vehicles.
- ⇒ Adhere to all traffic signals, boards and road-signs.
- ⇒ Always wear seat belt and make your co-travellers do the same.
- ⇒ Watch out for careless pedestrians.
- ⇒ Be considerate towards senior citizens, handicapped and children on the road.
- ⇒ Never drive after a drink.
- ⇒ Do not drive when tired or after you have had an inadequate night's sleep.
- ⇒ Never use your phone while driving. If it's an urgent call, first park your vehicle.
- ⇒ Do not take eyes away from the road for chatting with your co-travellers.
- ⇒ Never get into a racing competition with other drivers on the road.

C. Website

<https://trafficpolicemumbai.maharashtra.gov.in/>

D. Logo



Medium: Multi colour

Size: 12" h x 8" w, on 1/2 imp. drawing paper

Instructions:

1. Your design must carry the required information contents as suggested above.
2. It must of course be designed tastefully and as per Task expectations.
3. Aspects of design such as typography, visual supports, suitable palette of colours, composition, etc. may be considered whatever required and interesting way possible.



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ANNUAL EXAMINATION I 3YR- BFA APPLIED ART, 2021-22

DATE: 04/4/22 & 05/4/22

TIME: 9:30am to 3:00pm (12.30pm-1.00pm break)

SUBJECT: Publishing Design

DAY: Mon & Tue

DURATION: 10 hours

MARKS: 80

Instructions:

- Type specimen books and photographic printed references are allowed after 2 hours. Direct tracing & copying from such references is not allowed (Internet images, Typography specimen books etc.)
- Students are strictly warned that they should not use any computer printout of the layout/ headline/ text copy, which they are going to render on the answer sheet.
- Paper size: 1/2 Imperial (for Rough and Final)
- Prepare 2 rough designs in color with the suggestion of the text in the first 2 hrs and take supervisor's approval on the selected Design (by or before 11.30am)
- Use cartridge sheet for rough and Ivory paper for final.
- Credit will be given to Interpretation of brief and thought, balanced layout, Use of grids, proper use of typefaces, finishing, relevant colour scheme, neat & clean work & its relation with the given subject.
- Use of Digital devices is strictly prohibited in the examination classroom.

Question: Design a single page article for 'ART HIVE' Magazine.

Brief: *Art Hive* Magazine is based on the arts and entertainment business. *Art Hive* is a premier art magazine featuring modern and contemporary art. It has been responsible for the promotion of a critical discourse around diverse art forms, activities and disciplines. Founded by Jessie and Angela it has evolved into an important forum for discussing, interrogating and appreciating art practices.

Art Hive has been responsible for giving a platform to artists and critics to engage in a mutually replenishing intellectual dialogue with each other. This has led to the fostering of a vibrant atmosphere of sustained debate around crucial issues linked to the theory and practice of painting, sculpture, installation art, new media art, photography, graphic art and performance art.

Art Hive Editions commemorates 15 years of its existence and looks forward to new and exciting collaborations with artists and designers.

Design a single page article incorporating the elements mentioned below:

1) **Headline:** Graffiti - Art Or Vandalism?

2) **Introduction:** Graffiti art is an art form. The reasons, including aesthetic criteria, as to why it is an art form far outweigh the criticism of illegality, incoherence, and nonstandard presentation.

3) **Body copy:**

Love or hate, graffiti is part of the everyday urban world. It's a fact that Banksy and other well known street artists, who are now household names, have busted the whole urban art scene wide open. If Leonardo, Monet, Picasso, or any of the recognized artisans of Western European culture were alive in the present day and that one of these famous artists decided to paint a masterpiece on the side of any house or on a wall in the neighborhood. Would Picasso or Monet markings be graffiti or art or vandalism or graffiti art?

The answer may vary across people, those markings are art in the form of graffiti. Their marking would qualify

as vandalism only if they appeared on private or public property without permission. The same answer holds for the present day genre of graffiti known as graffiti art.

4) **Pullquote:** "Graffiti is one of the few tools you have if you have almost nothing. And even if you don't come up with a picture to cure world poverty you can make someone smile while they're having a piss."

— Banksy, Banging Your Head Against a Brick Wall

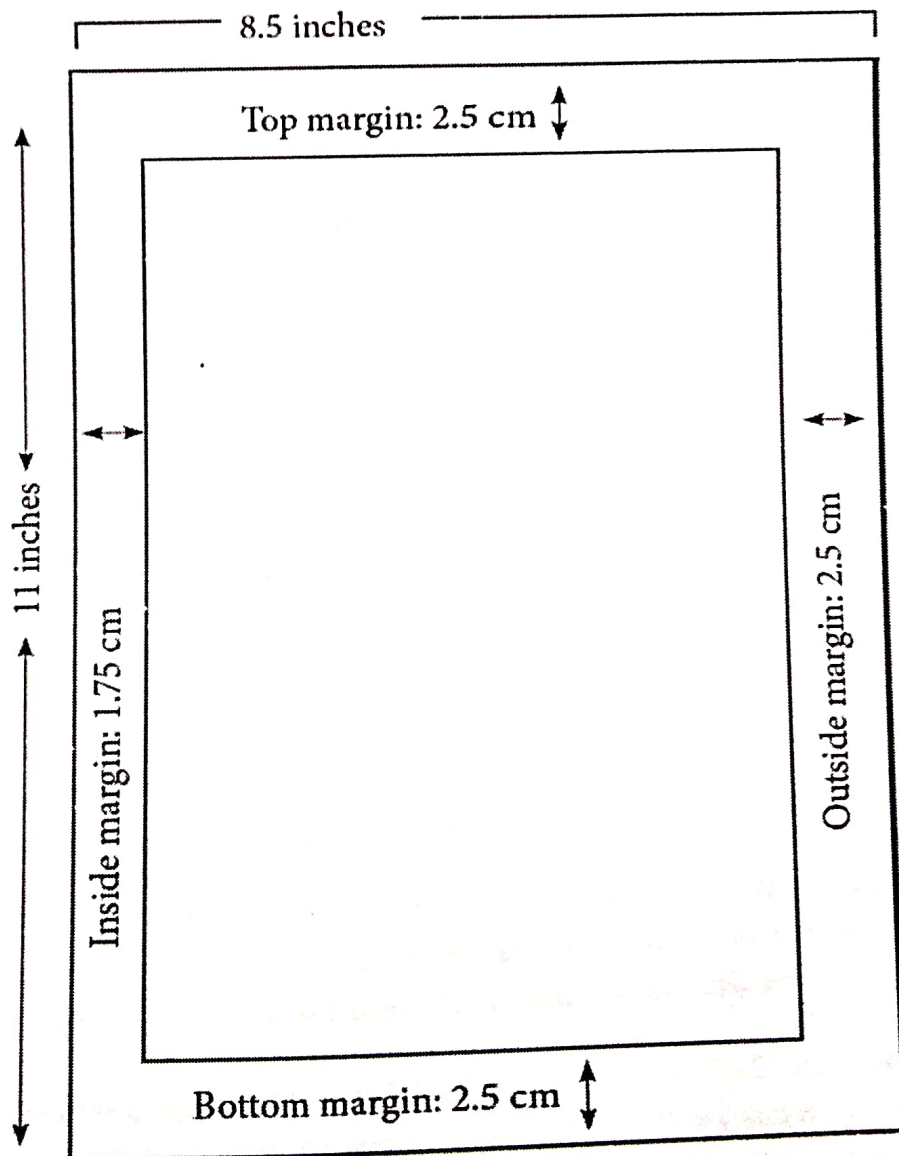
5) **Visual-** Appropriate visual in context to the article.

6) **Folio-** 40 ARTHIVE 2022, www.arthive.in

Medium: Poster Colour

Size: 8.5" X 11" (Vertical)

Note: Refer to the diagram below





ANNUAL EXAMINATION | 3YR B.F.A. (APPLIED ART) 2021-22

DATE: 06/03/22 & 07/03/22

TIME: 9:30am to 3:00pm (12:30pm -1:00pm break)

SUBJECT: COMMUNICATION DESIGN

DAY: Wednesday & Thursday

DURATION: 10 hours

MARKS: 80

Instructions:

- Prepare 2 rough colour visuals, get one approved within the first 2 hrs (by or before 11:30am).
- Students are allowed to refer to type specimen books and printed references after the approval of rough, direct tracing from such references are strictly not allowed.
- Paper size: Half imperial size Indian TK for rough & Indian TK / Ivory sheet for final.
- Any type of alteration in the given final and rough size is not permissible.
- Credit will be given to Interpretation of brief and thought, good composition, proper use of typefaces, finishing, and relevant colour scheme, neat & clean work.

Question: Design an Innovative (attractive, gimmicky) hoarding for the social awareness campaign against the excessive use of social media by 'Anandvan' De-addiction & Rehabilitation Centre.

Brief: Topic - Social media has become a daily habit in most people's lives. Individuals across different age groups use social media platforms like Facebook, Instagram, YouTube, Twitter and many others for communication and networking. According to research Indians spend approximately 4.4 hours of a day on social media alone. Young individuals aged 18-24 years spend excessive time on these applications with Facebook and Instagram having 97.2 million and 69 million users from this age group alone in India, clearly showcasing growing dependency on social media. The constant use leads to exposure to risky content, changes in behavioural patterns, feeling of inferiority and even cyberbullying, resulting in grave mental health challenges and illnesses.

Anandvan De-addiction & Rehabilitation centre is a one-of-its-kind located near Pune, Maharashtra, India. It provides exceptional residential care for those suffering with and recovering from addictions. Anandvan, emphasizes group-oriented programs supplemented by individual counseling. Therapy sessions include emotional regulation techniques, skills learning, interpersonal and recovery processes, psycho-educational learning, cognitive-behavioral restructuring, relapse prevention & stress reduction.

Amongst the many hoardings that you pass on your way, innovative ones would definitely stay most memorable. A well-designed, innovative (with gimmick) hoarding can really grab the attention of passersby and drivers. **Make people pay attention to this serious addiction through innovative way.**

- Essentials :**
1. **Headline: Are you trapped? OR Create your own**
 2. **Appropriate visual**
 3. **Logo of 'Anandvan' De-addiction & Rehabilitation Centre**
 4. **Website : www.anandvan.org**
 5. **Helpline : 1800 345 6666**

Size: (1:2) 6"(H) x 12"(W) keeping 2" border for gimmicks
Colour: Multi Colour Medium: Poster colour

Size for rough: Proportionally Smaller

NOTE : Students can use any one or two sides for the extra part which can come out of the given working area in the 2" border from all the sides.



Anandvan
ANANDVAN
De-addiction & Rehabilitation Centre
Pune, Maharashtra



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ANNUAL EXAMINATION

3rd YEAR-B.F.A. (APPLIED ART) 2021-22

DATE: 08/4/22 & 11/4/22

TIME: 9:30 am to 3:00 pm (12.30pm-1.00pm break)

SUBJECT: Elective: Lettering & Typography

DAY: Fri & Mon

DURATION: 10 hours

MARKS: 80

Instructions:

- Type specimen books and photographic printed references are allowed after 2 hours. Direct tracing & copying from such references is not allowed (Internet images, Type or calligraphic/Typography specimen books etc.)
- Students are strictly warned that they should not use any computer printout of the layout/ headline/ text copy, which they are going to render on the answer sheet.
- Paper size: 1/2 Imperial (for Rough and Final)
- Prepare 2 comprehensives (rough designs) with 2 different calligraphy compositions in color with the suggestion of the text in the first 2 hrs. Take supervisor's approval on the selected Design (by or before 11.30am)
- Use Indian TK sheet for rough and TK/Ivory paper for final. (Or any thick paper available but has to be white)
- Do not mention name or roll no on any side of the paper.
- Credit will be given for good calligraphic composition, proper use of typefaces, finishing, and relevant colour scheme, neat & clean work & its relation with the given subject.

Question: Design a Poster for INDIC CALLIGRAPHY FEST organized by MODA (Museum of Design).

Brief: MODA's is a museum dedicated exclusively to the study and celebration of design. Formed in 1989 MODA has grown and evolved over the years. With a mission is to advance the understanding and appreciation of design as the convergence of creativity and functionality through exhibitions, education and programming for visitors of all ages.

Every year MODA organizes a Calligraphy event to encourage the study and awareness of Indian scripts. In this event various speakers are invited to share their knowledge about Indian Scripts and calligraphy. Calligraphy Exhibitions, workshops, competitions and demonstrations are also held during the callifest.

Design mandates:

Headline: Diving into the roots

Visual: A calligraphic composition based on any Indian Script.

Copy: India is known for its diverse scripts and languages. Calligraphy is a Greek word which means the art of beautiful and legible writing. Calligraphy is connected with both the terms History of writing and also with the tools of writing.

Creative thinking with the right tools is what makes the lettering and calligraphy aesthetically beautiful.

Date and Time: July 3 to July 7, 2022. Conference and workshop timing, 9.00am- 6.00pm

Logo: 1) MODA

2) Indic script (given beside)

Size: 12 X 18 inches

Medium: Poster colour or ink

Colour: Multicolour

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ANNUAL EXAMINATION | 3YR- BFA APPLIED ART, 2021-22

DATE: 08/4/22 & 11/4/22

TIME: 9:30am to 3:00pm (12.30pm-1.00pm break)

SUBJECT: Elective – Illustration

DAY: Fri. & Mon

DURATION: 10 hours

MARKS: 80

Instructions:

- Type specimen books and photographic printed references are allowed after 2 hours. Direct tracing & copying from such references is not allowed (Internet images, Typography specimen books etc.)
- Students are strictly warned that they should not use any computer printout of the layout/ headline/ text copy, which they are going to render on the answer sheet.
- Paper size: 1/2 Imperial (for Rough and Final)
- Prepare 2 rough designs in color with the suggestion of the text in the first 2 hrs. and take supervisor's approval on the selected Design (by or before 11.30am)
- Use cartridge sheet for rough and ivory paper for final.
- Illustration should occupy approximately 75% of the total given area.
- Credit will be given to the proper illustrative visuals, composition, and use of appropriate style, technique and overall impact
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

Question– Prepare an Illustrative hoarding design for Koliwada seafood festival 2022.

Brief: If you're a seafood lover, this festival will be like paradise for you. The fish vendors will be collecting 1 ton of fresh fish daily for this festival of 3 days! Enjoy over 15-20 varieties of freshwater fish and crabs at only ₹50, ₹100 and ₹150. Some of the varieties available are – King Prawns, Bombil, Lobsters, Bombay Duck, Pomfret, Tuna, Surmai, Mackerel, Basa, Shellfish and more. These fish are caught 2 hours before serving and are served with special Kolhapuri masala. Of course, depending on the kind of fish served, the prices can also range from ₹300 to ₹550 and more. The only thing I learned from last years' experience is that there is no fixed rate at the stalls and they quote as they wish. So feel free to bargain just a little bit!

The Koli community of fishermen will also be putting up special dances and plays for the public. You will get experience of the wonderful Koli culture with songs and dance. For the kids, there will be games and fun and fair arrangements.

Design Requirement:

- Create your own Koliwada seafood festival logo.
- Visual: Illustration on a given subject.
- Date: 20- to 23- May 2022
- Venue: Shivaji Park, Dadar (W), Mumbai – 400028
- Timing: 6:00 pm to 12:30am
- Entry: Free

Points to be noted:

- Reflect the Topic or Subject in your illustration.
- Know your Audience
- Design should be attractive
- Medium: Mix Media Paper size: 1/2 Imperial Inches Size: 15(w) x10(h)



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ANNUAL EXAMINATION | 3YR- BFA APPLIED ART, 2021-22

DATE: 08/04/2022 & 11/04/2022

TIME: 9:30am to 3:00pm (12:30pm -1:00pm break)

SUBJECT: Elective -Photography

DAY: Fri & Mon

DURATION: 10 hours

MARKS: 80

Instructions:

- Prepare 2 rough designs in color with suggestion of the text in the first one & half hrs. and get one signed by the supervisor (by or before 11.00 am).
- Type specimen books and photographic printed references are allowed but direct tracing & copying from such references is not allowed.
- Paper size: 1/4 Imperial (for Rough and Final)
- Credit will be given for creative conceptualization/ idea/ theme, appropriate use of visual and type selection, colour scheme, Layout, composition, overall finishing, its relation with the given subject.
- Do not mention name on any side of the paper.
- Any type of alteration in the rough compositions is partially permissible. Multiple Bracketing and layering is allowed during the exposing.
- Students have to arrange their supplementary material for background or any other required props at the time of shoot.
- Candidate should be aware that they have to shoot colour photographs to match with the visualized situation.
- Any Digital or electronic devices such as Mobile phone, Digital Camera, Pen drives, Headphones or any other musical instruments are PROHIBITED inside the examination hall.

Question: Prepare a Magazine advertisement for Sunfeast Yippee Noodles.

Brief:

Yippee! Instant noodles are available in four lip smacking variants - Magic Masala, Classic Masala, Power Up Masala and Mood Masala. Magic Masala is a special masala created by ITC with spices and also has five different types of dehydrated vegetables. Classic Masala is the Classical Indian Masala flavor with a perfect blend of spices. Power Up Masala is made from whole wheat atta and has vegetable additions in every strand. Mood Masala is a differentiated offering with different Masala Mix sachets which allows you to choose your taste every time; thus, making it a perfect partner for all moods!

YIPPEE! uses real vegetables such as Carrot, Cabbage & Ring Bean which are dehydrated and added to the Masala mix. No preservatives or synthetic coloring are added. Dehydration is done to increase the shelf life of the product.

Task A: On the basis of the brief given above visualize appropriate situations involving human figures and products. Prepare two rough designs for the Magazine advertisement in small size 5" x 7". Select one for final execution and get the supervisor's signature within the first one and half hours.

Size: 8.5 x 11 in. (22 x 28 cm)

Medium: Multi colour

Task B: Shoot the situation to match with the visual you have done for the Magazine advertisement in Task A.

(Total 3 frames)

Shoot the picture with Digital SLR Camera (On manual mode) and submit 3 photographs in JPEG format on the provided machine.



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ANNUAL EXAMINATION | BYR- BFA APPLIED ART, 2021-22

DATE: 06/4/2022 & 07/04/2022

TIME: 9:30am to 3:00pm (12.30pm-1.00pm break)

SUBJECT: Exhibition Display Design and StageCraft

DAY: Wen. & Thu.

DURATION: 10 hours

MARKS: 80

Instructions:

- Type specimen books and photographic printed references are allowed after 1 and 1/2 hours. Direct tracing & copying from such references is not allowed (Internet images, Typography specimen books etc.)
- Students are strictly warned that they should not use any computer printout of the layout/ headline/ text copy, which they are going to render on the answer sheet.
- Paper size: 1/2 Imperial (for Rough and Final)
- Prepare 1 rough design in color with the suggestion of the text in the first 2 hrs and take supervisor's approval on the selected Design (by or before 11.00am)
- Use Indian TK sheet for rough and TK/Ivory paper for final. (Or any thick paper available but has to be white)
- Credit will be given to Interpretation of brief and thought, good composition, proper use of typefaces, finishing, and relevant colour scheme, neat & clean work.
- **Digital or electronic devices are strictly prohibited inside the examination hall.**

Question : Design an Enclosed Window Display for VIP Bags store.

Brief : For over 50+ years, VIP has revolutionized the luggage and travel categories with continuous product innovations, adherence to quality and international aesthetics. Along the way, VIP has evolved from being a Travel Gear company to a Travel Wear pioneer. VIP has grown from strength to strength. From a household name in India to becoming a category leader in Asia and now the second largest luggage maker in the world. The secret of VIP's success is constant innovation in tune with the changing design trends and consumer needs. It is no surprise that VIP is a consumer favorite and an undisputed leader in the luggage category.

At the very heart of VIP lies a traveler willing to experience every moment with passion and style. To chase the next goal and adventure with utmost curiosity - all in style. VIP is for those who seek the same. VIP weaves its 'Move in Style' philosophy into its products through exciting features and vibrant tones. All while ensuring that our four decades of dedicated research and engineering ensure that the products are as stylish as they are fashionable

Product Range : Befitting a leading name in fash' on, we are the first Indian brand to manufacture printed polycarbonate luggage along with trolleys, rucksacks, backpacks, duffels, laptop bags, everyday travel accessories and short-haul essentials. With school bags, College bags, adventure bags and everything in between, it offers nothing but the best, so people can be their best.

Size: (L 12' x W 6' x H 10')

Design Requirement:

Logo & effective theme line should be visible painted/displayed in the window.

Atmosphere to create U.S.P. of the product.

Mention suitable material for your client to attract attention.

Rough: On ½ imperial Size paper draw two conceptual sketches in colour for the window mentioned above with design specification with due attention to, exterior window view, 3D element related to the subject & special additional features if any.

Task A: On the final ½ imperial Size paper draw a Floor Plan and side elevation of the window in appropriate scale and indicate the basic requirements of the display. In your floor plan show technical details & scale, dimensions, material specification, products etc

Task B: Refer to the plan you have designed for a window in task A and render the freehand colour perspective of the window display.

Medium: Multicolour

Credits will be considered: 1) Space division, concept & design skills. 2) Proper use of Elements, Layout and finishing. 3) Relevant colour scheme. 4) Interpretation of brief thoughts. 5) Photo quality rendering.

